

## ORDER



**Orders**  
**Order / Rev:** 707273  
**Alt Order #:** 06283377  
**Product Desc:** RNC  
**Estimate:** 3038  
**Flight Dates:** 08/18/12 - 08/24/12  
**Original Date / Rev:** 09/23/12 / 09/23/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** National Media, Inc/ POL  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** RNC  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/24/12	80	\$148,750.00	\$126,437.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	80	\$148,750.00	\$126,437.50	0.00
<b>Totals</b>	<b>80</b>	<b>\$148,750.00</b>	<b>\$126,437.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	08/18/12	08/18/12	8-10a Sa CBS This Morning	CM	8-10AM	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
				CBS This Morning: Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$300.00		0.00			
2	WUSA	08/19/12	08/19/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$3,000.00		0.00			
3	WUSA	08/19/12	08/19/12	9 News @ 630p Sun	CM	630-7P	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				9 News @ 630PM Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$1,000.00		0.00			
4	WUSA	08/18/12	08/18/12	Sat Prime B	CM	9-10P	-----S-	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
				Crimetime Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		2				\$3,000.00		0.00			
5	WUSA	08/18/12	08/18/12	Sat Prime C	CM	10-11P	-----S-	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
				48 Hours Mystery											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		2				\$3,500.00		0.00			
6	WUSA	08/19/12	08/19/12	Sun Prime C	CM	9-10P	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
				The Good Wife											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$7,000.00		0.00			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WUSA	08/19/12	08/19/12	Sun Prime D The Mentalist	CM	10-11P	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S		1			\$5,000.00		0.00				
8	WUSA	08/18/12	08/18/12	LF 1135p-1235a Criminal Minds	CM	1135P-1235A	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-		1			\$600.00		0.00				
9	WUSA	08/19/12	08/19/12	PGA Golf PGA Golf	CM	Sa/Su 12-7P (3:00 PM-6:00 PM)	-----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S		2			\$2,500.00		0.00				
10	WUSA	08/20/12	08/24/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	MTWTF--	:30	6	\$600.00	P-1	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MTWTF--		6			\$600.00		0.00				
11	WUSA	08/20/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	10	\$350.00	P-2	0.00	NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MTWTF--		10			\$350.00		0.00				
12	WUSA	08/20/12	08/24/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MTWTF--		5			\$1,200.00		0.00				
13	WUSA	08/20/12	08/24/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MTWTF--		5			\$800.00		0.00				
14	WUSA	08/20/12	08/24/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MTWTF--		5			\$800.00		0.00				
15	WUSA	08/20/12	08/24/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MTWTF--		5			\$1,200.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	6	WUSA	08/23/12-08/23/12	6-7a 9 News @ 6a		6-7a	---Th----	:30		\$0.00		0.00	NM		
	Ⓢ Bonus														
16	WUSA	08/20/12	08/24/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MTWTF--		5			\$1,200.00		0.00				
17	WUSA	08/20/12	08/24/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	:30	5	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MTWTF--		5			\$2,500.00		0.00				
18	WUSA	08/21/12	08/21/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	1	\$8,500.00	P-2	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-T-----		1			\$8,500.00		0.00				
19	WUSA	08/22/12	08/22/12	Wed Prime B Criminal Minds	CM	9-10P	--W----	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--W----		1			\$8,000.00		0.00				
20	WUSA	08/22/12	08/22/12	Wed Prime C CSI	CM	10-11P	--W----	:30	2	\$6,500.00	P-1	0.00	NM	2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--W----		2			\$6,500.00		0.00				

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21	WUSA	08/24/12	08/24/12	NFL Pre-Season Football	CM	Pre-Season Football (8:00 PM-11:30 PM)	----F--	:30	2	\$8,000.00	P-2	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	----F--		2			\$8,000.00			0.00			
22	WUSA	08/20/12	08/24/12	9 News @ 11p	CM	M-Su 11-1135p	MTWTF--	:30	5	\$2,750.00	P-2	0.00	NM	5	\$13,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--		5			\$2,750.00			0.00			
23	WUSA	08/20/12	08/24/12	Letterman	CM	1135P-1237A	MTWTF--	:30	10	\$900.00	P-2	0.00	NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--		10			\$900.00			0.00			
Totals													80	\$148,750.00	